

Re: Survey Specs

Subject: Re: Survey Specs

From: Michael Lamb <Michael@downtownnews.com>

Date: 10/11/2017 11:00 AM

To: Julia Marino <jmarino@downtownla.com>

CC: Christy Anderson <canderson@downtownla.com>,
"michael@ladowntownnews.com" <michael@ladowntownnews.com>

Julia

In terms of the specs for the exclusive eblast:

728 pixels across x 800 pixels tall.

It should be a gif or jpeg image that links to one web location.

Banner specs: 728x90 pixels

There is availability tomorrow

Michael Lamb
Account Executive
Los Angeles Downtown News
1264 W. First Street
Los Angeles, CA 90026

213-482-5932 Direct
213-453-3548 Mobile
213-481-1448 ext 151 Office
michael@downtownnews.com

<http://www.ladowntownnews.com/>

Our Social Media Sites::

<http://twitter.com/downtownnews>

<http://facebook.com/l.a.downtownnews>

ASK ME ABOUT OUR 2018 DOWNTOWN GUIDE

On Oct 11, 2017, at 10:39 AM, Julia Marino <jmarino@downtownla.com> wrote:

1 exclusive
4 weeklys (including tomorrow's if we can still get in)

Julia Marino

Economic Development Associate

[<image001.png>](#)

Downtown Center Business Improvement District

626 Wilshire Blvd., Suite 200 | Los Angeles, CA 90017

Call: 213-416-7529 | Fax: 213-624-0858

Web: DowntownLA.com

[<image008.jpg>](#) [<image009.jpg>](#) [<image010.jpg>](#)

From: Michael Lamb [<mailto:Michael@downtownnews.com>]

Sent: Wednesday, October 11, 2017 10:30 AM

To: Julia Marino <jmarino@downtownla.com>

Cc: Christy Anderson <canderson@downtownla.com>;
michael@ladowntownnews.com

Subject: Re: Survey

Julia

Let me know how many you are considering and I will see what we can arrange.

Thanks

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ASK ME ABOUT OUR 2018 DOWNTOWN GUIDE

On Oct 11, 2017, at 10:18 AM, Julia Marino <jmarino@downtownla.com> wrote:

Hi Michael,

Nice to e-meet you! We definitely want to do at least one exclusive e-blast. And if we also want to buy multiple weekly eblasts, will the prices of them be discounted at all?

Thank you,

Julia

Julia Marino

Economic Development Associate

[<image001.png>](#)

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[<image008.jpg>](#) [<image009.jpg>](#) [<image010.jpg>](#)

From: Christy Anderson

Sent: Wednesday, October 11, 2017 10:15 AM

To: michael@ladowntownnews.com

Cc: Julia Marino <jmarino@downtownla.com>

Subject: FW: Survey

Thanks!

Michael meet Julia. Julia is spearheading our ad buys. We are interested in doing the weekly email blast. She will follow up with you on the details.

Best,
Christy

From: Michael Lamb [<mailto:Michael@downtownnews.com>]

Sent: Wednesday, October 11, 2017 8:41 AM

To: Christy Anderson <canderson@downtownla.com>

Subject: Re: Survey

Sure, attached are the web rates that include eblasts

Michael Lamb
Account Executive
Los Angeles Downtown News
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ASK ME ABOUT OUR 2018 DOWNTOWN GUIDE

On Oct 11, 2017, at 8:22 AM, Christy Anderson
<canderson@downtownla.com> wrote:

Hi Mike,
Could you resend the pricing for putting the Survey online as
well as in any newsletters you have.

Thanks,
Christy

Christy Anderson
VP, Marketing & Communications

<image001.png>

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Web: DowntownLA.com

<image002.jpg> <image003.jpg> <image004.jpg>